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TELL THEM WHAT THEY MISSED

"Yes, this is the first time I've attended Farmers' Week," said a Jefferson County farmer the other day as he looked over the corn exhibits at the Agricultural Building. "It's great, isn't it?" he continued. "Why, I've learned enough already in just a few minutes here to more than pay for the trip. Too bad that every farmer in the state can't be here."

This seemed to be the general opinion of most of the farmers in Columbia for Farmers' Week. Yes, it is too bad that every farmer in the state wasn't here. The University of Missouri is glad that so many could come and would be glad of the chance to serve more. All it asks of the visitors is to help swell the attendance next year by telling the folks back home what they missed.

RAISING AGRICULTURAL LEVELS

The farmer is coming to the front as a factor in the life of the nation. The College of Agriculture is being filled not alone with boys from the rural communities. The city, too, sends its share each year. The "little red schoolhouse" is receiving increasing attention from legislators and educators, and there is going up from the rural districts a greater demand for more competent teachers in the schools.

All this is but an indication of the new era of scientific farming. The name "farmer" no longer carries with it an idea of reproach. As a profession agriculture has taken its place among the professions, and the farmer is no longer looked upon as a backwoodsman of little importance.

Nearly a score of Missouri counties now have farm advisers, agricultural experts who are steadily increasing the efficiency of the farmer. Twenty or thirty other counties are thinking of adopting the county agent plan.

With facilities that give him the conveniences of the city and the intellectual training of the college man, the farmer is likely to become a still more vital factor in the life of the nation.

POPULARIZING LOCAL HISTORY

The suggestion made by Lieutenant-Governor Painter that every citizen familiarize himself with the history of his own immediate locality is a good one. The average person can tell you almost nothing about the history of his town, his county or even his state.

Missouri counties are all particularly rich in local history. It is easily available to anyone in talks with old settlers, in county histories—which every school library should possess—and in newspaper articles. There is plenty of information available on Missouri history, but the average person does not know of it.

In helping to spread the information regarding local history, the newspapers and the public schools can do much; yet, strange to say, few have realized the possibilities in the matter. A newspaper feature connected with some event in local history is always a source of absorbing interest to the reader, whether it be in the county weekly or the big daily.

How can children be expected to take an interest in local history when the schools disregard the subject? History is a subject which can easily be adapted to the community in which it is taught. Surely a knowledge of the doings of his own ancestors and the events which have occurred in his own neighborhood are more important and more interesting to the average child than the stories of the Greeks and the Romans. The teacher can localize the work by having the pupils, as a part of the regular class exercises, collect historical material from old citizens, books and newspaper files. In a short time much

valuable material on local history could be brought together and preserved in this way.

Mr. Weather probably belongs to the Spartan school which believes in hardening the youth by exposure to the elements. At any rate, this is the treatment he has been giving the new year.

WOMEN'S FARM INTERESTS

Comfortable homes, equipped with modern conveniences and labor saving devices, tastefully furnished and scientifically managed, make an attractive and cheerful background for the life of the modern woman on the farm. Gone are the back-breaking drudgery and the deadly monotony. Many a town woman today works harder and has a more dreary, uninteresting time than her country sister.

The country woman has her social life, her clubs and community work. While the city sister, through her Federated Club, is working for Civic Betterment or for charity, or studying art, travel or history, the country woman, through her community club, is studying scientific home management, the "Better Babies" campaign, rural life conference problems and the arts and literature. Country women are helping to establish consolidated rural schools, community social centers and good roads. Some of the rural clubs are federated and take part in the state and national women's movements.

The labor-saving devices, modern conveniences and the automobile-and-good-roads movement have given the farm woman the time which she is so enthusiastically employing in improving rural life conditions still more. Larger interests, community interests, state and national interests take the place of the formerly narrow mental life bounded by the four sides of the farm. It is service and opportunity now instead of drudgery and pessimism.

The Open Column

The Open Column is intended as a forum for the discussion of timely questions of public interest. Though long contributions may occasionally be printed, the Missourian suggests a limit of 300 words. As a rule, the briefer the better. It is understood, of course, that the views expressed are those of the writers, not necessarily of the paper. Though a fictitious name may be signed, the real name of the writer must accompany each letter, as a guaranty of good faith.

Those Doors.

Editor the Missourian: During the numerous assemblies of Farmers' Week we have again been forcefully reminded of the fact that the University Auditorium as a meeting place is far from ideal. It has been almost an ordeal for the speakers and the greater portion of the audience to speak and listen under the conditions which prevail there and which cry out for a remedy.

We know that we cannot demand too much, that the reconstruction of the Auditorium is out of the question, even if it were advisable, and that we hardly dare to express the hope for a new place of assembly in view of the many other imperative needs of the University.

But it seems that something could be done to remove the biggest single cause of discomfort. I refer to the outside doors which crash and thunder every time a person passes in or out of the building. It would seem that, with but a trifling outlay of effort and money on the part of the powers that be, these doors could be secured

Answers to Ads Uncalled for at The Missourian office.

B. 2 Answers
C. 3 Answers
E. H. M. 1 Answer
L. 1 Answer
LS4 1 Answer
R. 1 Answer
S. 4 Answers
W77 1 Answer
W. 5 Answers

These answers can be
had by calling for
them at this office.

in such a way as to put an end to this state of affairs. Let us hope that something will be done about this in the near future for the good of Missouri and Missourians.

AT THE THEATERS
THIS WEEK

Columbia Theater.

Monday and Tuesday.—A Paramount picture, Marguerite Clark in "Helene of the North."

Wednesday and Thursday.—Nance O'Neil in "A Woman's Past."

Friday.—A road show, "A Pair of Sixes."

Saturday.—A Paramount picture, George Fawcett in "The Majesty of the Law."

"My Home Town Girl" Pleases.

Hyams and McIntire, who have been pleasing capacity houses for years, proved at the Columbia Theater Friday night that they are not playing on their reputation. With the possible exception of "The Girl of My Dreams," "My Home Town Girl" is the most pleasing show in which they have appeared in the last several years. There was nothing particularly catchy about the music, but it was well sung. The comedy was all new and well-handled.

Moreover, it possessed the characteristic cleanness of Hyams and McIntire shows. The show is on the road for the first time.

REVENUE BILLS SIDETRACKED

Congress Will Put Soft-Pedal on Tax Discussions Until April.

By United Press.

WASHINGTON, Jan. 8.—Revenue-raising legislation in Congress has been sidetracked for three months at least. It will be April before the subject is taken out of the pigeonholes, according to information given out today by Democratic House leaders.

Four reasons are assigned for this: To soft-pedal taxation discussions, to allay popular objection to increased taxes, to collect information and to await developments as to how much more revenue actually will be needed.

Kansas Beat Ames by a Point.

Kansas had a narrow escape in the opening of the basketball season at Lawrence Friday night, beating Ames by a point. The score was 26 to 25. The Ames five is strong this year and was expected to trim the Jayhawks, who have lost most of their last year's stars.

Missourian Business Office, phone 55.

Owing to the great number of requests we have received from students, faculty members and Columbians, we are repeating the ad below which tells about our wonderful increase in business last year. This ad appeared in the Missourian originally December 31st.

It took a whole year in those days.

When the Co-Operative Store was started in 1900 by some far-sighted University students it occupied a little room 10 by 23 feet on the main floor of Academic Hall, the room now used by the University publisher. There was a student manager and a student clerk. There wasn't a great deal of business in those days, but there was an idea—an idea of service to the students of the Great University of Missouri that meant future greatness, for both the students, their school and their great store.

Even stamp sales last year beat old 1900-01.

As an indication of the magnitude of the present business of the Co-Operative Store, it is interesting to know that the United States Post Office Sub-station in the Co-Operative Store, the only sub-station in Columbia, last year did more business in postage stamps, than the entire store did in 1900-01. The Co-Op now occupies a room 54 by 70 feet in the basement of Academic Hall. This room is more than sixteen times as big as the room the store first occupied.

Here's what one little Thursday did last fall.

On Thursday of the first week of school last September the Co-Operative Store did more than one half as much business as the whole store did in the entire school year of 1900 and 1901. The store now employs a manager, a post office clerk, a book-keeper, one stenographer, and eleven clerks. These clerks are all students in the university. It now requires more than five times as much help to operate the store than was required in its first year of business.

The dividend checks tell the whole delightful story.

Away back in 1900-01 in spite of the limited business of the first year, the store declared a dividend of 2 1-2 per cent to the student stockholders. For the last three years the student shareholders have received 10 per cent dividends, and every purchaser is a shareholder in this great business. This is the reason why the Co-Op's business in 1915 was 15 per cent larger in September, October and November than in the same months of 1914. It proves that service pays and that the students of the University and Columbians in general appreciate the business-like methods and ideals of this great institution.

Here's to you, 1916!

We desire to take this opportunity to express to everybody our appreciation of their co-operation in the year just closing and to extend to everyone our very best wishes for the new year of 1916. May it be a better year in business and in happiness. Here's to You 1916.

University CO-OP Store

ACADEMIC HALL.